

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Hotel Management (DHMN)

Course : DHM2101 : Event Management

Date of Examination : July 31, 2016 (Sunday)

Time : 8:00 am – 10:00 am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: THIRTY (30) Multiple Choice questions. Answer ALL the questions.

Section B : Short answer questions. Answer ALL the questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted :

Nil

Materials provided :

OMR Sheets

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Moderator : Dr Kamril Juraidi Bin Haji Abdul Karim

This paper consists of 8 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DHM 2101: EVENT MANAGEMENT
FINAL EXAMINATION: APRIL 2016 SESSION

Section A (30 marks)

Instructions: This section consists of **THIRTY (30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. Pollution, environmental damage, noise disturbance, congestion are all _____ side effects of events.
 - A. Negative
 - B. Positive
 - C. Beneficial
 - D. Exemplary

2. Improved planning, "park and ride" schemes, better access are all part of the solution for improving _____.
 - A. Pollution
 - B. Environmental damage
 - C. Noise disturbance
 - D. Congestion

3. Event's feedback reports are ways to communicate and analyze all of the following outcomes **EXCEPT** _____.
 - A. Basis for an annual report and submissions for awards
 - B. A statement of the effort and work that was completed
 - C. Summarising the event outcomes
 - D. For future proposals for funding and sponsorship

4. Who are considered as the 'customers' for events?
 - A. Can be anyone
 - B. The paying customer only
 - C. The stakeholders of the event
 - D. Individuals associated with the event only

5. The event industry is divided into the following categories
 - A. Clients, contractors & volunteers
 - B. Meetings, interactions, companies & entertainers
 - C. Meetings, incentive, convention & entertainment
 - D. Customer, supplier & organizer

6. Below are all the possible reasons for government-staged events **EXCEPT** _____.
- A. The expected social, cultural, tourism and economic benefits
 - B. The chance to obtain freebies and/or gifts-in-kind
 - C. The promotion of specific goods and services
 - D. The enhancement of the country's profile
7. Host organization, host community, media and workers are all _____ of an event because they can make an event successful by realizing their importance.
- A. Owners
 - B. Investors
 - C. Stakeholders
 - D. Competitors
8. The "unique characteristics" of an event are, can be best described as _____.
- A. The most value-driven package or tours offered.
 - B. To ability to satisfy customer's needs & wants.
 - C. To efficient & effective use of resources.
 - D. The identities, features, produce, stories and legends of an area.
9. What does a customer seek in events?
- A. Freebies / doorgifts / goodies
 - B. Right Product, time, place, cost, quantity & experience
 - C. The 'Wow' factor
 - D. The right type of event regardless of its costs
 - E. An option of entertainment
10. Why is cash flow of such importance to event management?
- A. Cash has immediate value and can be exchanged for discounts
 - B. As an indicator that the company is doing well
 - C. Shows the status of the company – more cash, greater status
 - D. So everything can be paid cash and no interest is incurred
11. Can an event be run on credit?
- A. No, as the event will incur high interest repayment rates
 - B. Yes, if the event is able to create enough profit in time to repay the loan.
 - C. No, because salaries need to be paid in cash
 - D. Yes, because it allows a no –cash transaction

12. The three types of people mix in the events business are all of the following **EXCEPT**
- A. The management team
 - B. The personnel staff
 - C. The consumers / customers
 - D. Stakeholders / others
13. What considerations (other than monetary costs) influence decisions on pricing an event?
- A. Available time & physical effort
 - B. Psychic costs
 - C. Sensory costs
 - D. All of the above
14. Meeting with customer's expectations, right cost with added value and the timing of the product are all factors that contributes towards
- A. Customer specification
 - B. Profit margin
 - C. Customer satisfaction
 - D. Customer expectation
15. In what circumstances would a customer accept, tolerate and even forgive products or service that do not meet their requirements
- A. When the competitor's offer is better
 - B. No immediate competition & choices of other alternatives
 - C. The chance of 15 minute fame
 - D. The chance of getting discounts / freebies
16. If you plan to have an outdoor event, considerations must be given to all of the following **EXCEPT** _____.
- A. Programming of the event
 - B. Season and/or weather conditions
 - C. Lighting & electricity sources
 - D. Restrooms & seating arrangements

17. What type of document in event management provides “the list of everything that is needed with an assign a time frame to each item”.
- A. Action Plan
 - B. Time Schedule
 - C. Event Checklist
 - D. Event Order
18. What type of document in event management provides “the list of all the tasks and activities to be undertaken prior to the event day”.
- A. Action Plan
 - B. Time Schedule
 - C. Event Checklist
 - D. Event Order
19. What is the factor that needs to be considered in deciding the theme for an event?
- A. Size of event
 - B. Location and history
 - C. Infrastructure and access
 - D. All of the above
20. What kind of setup provide challenges in unusual venue for an event.
- A. Lighting
 - B. Sound system
 - C. Staging
 - D. All of the above
21. In planning for the date of an event, considerations must be given to all of the following **EXCEPT** _____.
- A. Availability of people / attendees
 - B. Major holidays & school breaks
 - C. Other sports/community events
 - D. Season and/or weather conditions
22. What is Supply Chain Management?
- A. It is the event implementation as experienced by customers
 - B. The coordination and control of resources & information
 - C. The resources & supply of products
 - D. None of the above

23. What are the basic objectives of purchasing?
- A. The purchase as according to what is needed and budgeted
 - B. Purchasing that warrants the highest discounted price possible
 - C. Obtaining resources that is moving towards the completion of an event
 - D. Purchasing at the right price, time, quantity, quality & source
24. Below are all the trends in the style of supply networks **EXCEPT** _____.
- A. An increase in the proportion of goods outsourced
 - B. An increase warehouse taxes and transportation charges
 - C. Partnering of suppliers to work together in a non-adversarial way & cooperate
 - D. Usage of e-commerce & internet for all type of marketing & networking
25. Choosing a location for an event involves a thorough assessment of the following costs **EXCEPT** _____.
- A. Suitability with sponsorships
 - B. Convenience of the area chosen
 - C. Labour, land & transportation costs
 - D. Accessibility of the location
26. Below are all issues steaming from crowd management **EXCEPT** _____.
- A. Bottlenecks situation
 - B. Overcrowding & Long waiting time
 - C. "Aggressive" attitude
 - D. All of the above
27. The amount of space that is required for a function is dependent on _____.
- A. What the client's demand & pay
 - B. Demand, potential growth & efficiency of space used
 - C. The status of the customer
 - D. The requirement of the sponsorship
28. Signage for event should have all of the following **EXCEPT** _____.
- A. Have a corporate feel
 - B. Be entertaining
 - C. Look similar & professional
 - D. Reflect on the theme of event

29. Event business is considered high risk business because _____.
- A. You cannot anticipate people's reaction
 - B. Amount of sponsorship received
 - C. Of its complexities, costs and people involved
 - D. May be poorly covered by media
30. The causes for accident in events are usually two-fold. Which of the following is the stated two?
- A. Substandard working practices and unsafe conditions
 - B. Using high voltage equipment and foreign workers
 - C. Poor working environment and multiple-layout arrangement
 - D. Language barrier and poor comprehension of culture

Section B (70 marks)

Instructions: Answer all **SEVEN (7) short answer** questions in the answer booklet provided.

Question 1

Briefly explain **TEN (10)** advantages of having sponsorship for an event. (10 marks)

Question 2

Provide **TEN (10)** issues / complexities that may impact an event negatively. (10 marks)

Question 3

List **TEN (10)** expenses that an event will incur pending on its scale (10 marks)

Question 4

Provide **TEN (10)** activities that an event company can undertake for crowd management. (10 marks)

Question 5

Explain briefly any **FIVE (5)** steps that can be undertaken to accommodate the needs of handicapped individuals in an event. (10 marks)

Question 6

Describe the requirements of staging of an event

(6 marks)

Question 7

Briefly list the aspects or qualities that makes an event unique inclusive of examples of each category?

(14 marks)

-THE END-

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